

Whatcom County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 306	N = 11,781
Percent of Statewide Calls	3.2%	100.0%
Percent of State Population in County¹	2.8%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 301	N = 10,080
Female	61.5%	61.2%
Male	38.5%	38.8%
Race/Ethnicity	N = 280	N = 8,813
People of Color	5.7%	9.5%
White	94.3%	90.5%
Age	N = 298	N = 9,893
Less than 18 years old	1.0%	1.5%
18 - 24 years old	14.1%	18.1%
25 - 34 years old	23.5%	25.4%
35 - 44 years old	22.5%	22.0%
45 years and older	38.9%	33.0%
Education	N = 291	N = 9,282
Did not graduate high school	18.9%	20.8%
High school graduate	32.6%	34.4%
Some college/vocational school	35.4%	34.8%
College graduate	13.1%	10.0%
Caller Type	N = 306	N = 10,635
General Information	1.3%	7.2%
Health care provider	2.6%	1.9%
Tobacco user	96.1%	90.9%
Payer Type	N = 248	N = 7,421
Insured	31.9%	37.4%
Uninsured	34.3%	33.0%
Medicaid	33.9%	29.6%
Heard About	N = 264	N = 8,468
Past caller	14.0%	13.4%
Employer/worksites	0.8%	1.3%
Health care provider	37.9%	23.4%
Television	6.1%	15.9%
Outdoor advertisement (billboard/bus/wall)	2.3%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.4%	0.2%
Radio	4.2%	3.9%
Newspaper/Magazine	0.8%	1.7%
Brochure/Newsletter	3.8%	4.3%
Family or friend	26.1%	28.1%
Health Department	2.3%	3.2%
School	1.5%	1.8%